Hopes fade for saving Omni/Horizon, Chrysler Detroit plant

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The UAW still has a glimmer of hope that Chrysler's Jefferson Avenue plant here can be saved with limited production of the Plymouth Horizon and Dodge Omni, but the prognosis is not good.

At a meeting with UAW officials last week, Chrysler Motors executives said they would consider the UAW proposal to market a barebones model in areas where the cars sell well, but the company was not too optimistic.

"We will take a look at it," said Chrysler spokesman Lee Sechler. "But we don't hold out a great deal of hope."

The plant is scheduled to close Feb. 2 when Omni/Horizon production ends.

A union proposal to produce minivans at Detroit Jefferson also was turned down by the company because of high costs to retool the plant.

"It's probably too late to turn (the plant) around, but they said they would check with the marketing department to see what could be done with the Omni and Horizon," said Frank Monaghan, president of UAW Local 889, which represents the secretarial force at Jefferson.

Monaghan said another meeting is scheduled for this week. In addition, he said UAW President Owen Bieber and Chrysler Corp. Chairman Lee Iacocca will meet Jan. 30 on the issue. Bieber also is a Chrysler director.

The union wants to produce an Omni/Horizon model that would retail for about $6,000 and basically target first-time buyers. Research by the union shows there is such a market.

Sechler said that when the decision was made in November to close the plant, it was producing 470 cars a day but sales were averaging just 230 a day.

On Jan. 1, the company had a 161-day supply of Horizons and a 142-day supply of Omnis.

Ninety percent of the dealers queried by the union blamed the autos' demise on poor marketing and styling.

"We need a $6,000 automobile," said Clayton Smith, a salesman at Lochmoor Chrysler-Plymouth in Detroit. He said the imported Colt will be the only low-priced model that Chrysler can offer after Omni/Horizon production ends, "but many people want to buy American."

A survey by the union showed the cars sell well in industrial towns such as Detroit. Smith said that when Chrysler offered rebates on the Horizon last fall, "we almost sold out of them."

Said Joe Asterpaul, new-car sales manager at South Bay Chrysler-Plymouth in Torrance, Calif.: "The car has looked the same since 1980. I've shown it many times to young people, and they just laugh at me."

Union leaders said Chrysler will also consider their proposal to allow unionized engineers, production and secretarial workers to perform all interim jobs that are needed as the company prepares for the scheduled 1992 opening of the new Jefferson plant.

AUTOMOTIVE NEWS/JOE WILSEMS

Time may be running out on workers at the Jefferson Avenue plant in Detroit.

2-million seller tops Europe's record year

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — In 1989, at least one carmaker became the first ever to sell more than 2 million autos in Western Europe in a year.

Chrysler expands in Europe, Page 49

There is still some debate as to which it was. Volkswagen Group finished first in the European sales rankings for the fifth straight year, according to industry estimates compiled by Automotive News — surpassing 2 million sales and achieving a 15 percent share of the market.

Other independent sources give the top spot to VW, though Fiat is challenging the outcome and claiming that it finished ahead of its West German rival.

European new-car sales were expected to decline in 1989, but instead set a record. But the long-expected downturn may be at hand as sales in Europe dropped in December.

Official tabulations from the 17 Western European markets will not be complete for a few months, but Automotive News estimates show sales totaled 13,447,600, a 4 percent increase over 1988, the previous record.

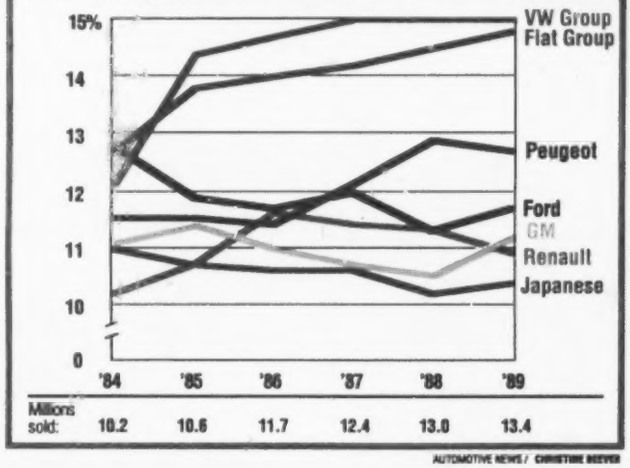
Sales in December slipped 11 percent to 820,300, impacted by declines in France and Great Britain. But the size of the French decline is uncertain because of a strike of civil service employees that resulted in a number of new-car sales going unregistered.

General Motors was the Europe's

see EUROPE, page 49

Share of Europe's passenger car market

Chart shows percent of market for the six largest automakers and all Japanese nameplates combined.



AUTOMOTIVE NEWS/ CHRISTINE REEVER

Stage set in Senate for clean-air battle

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The fight to pass clean-air legislation will move to center stage in the Senate this week, and the auto industry will be doing all it can to alter its course.

The industry will have to act fast. Environmentalists are pushing for a clean-air bill to be signed April 22, the 20th anniversary of Earth Day. Other government observers predict a bill will be signed by President Bush by midyear.

But the bill in the Senate — particularly its tough tailpipe emissions standards — has the potential to force changes in the size, shape and availability of cars and trucks, industry officials say. And that has domestic makers, importers and their dealers up in arms.

"The Senate bill is our worst nightmare," said Timothy MacCarthy, director of federal liaison for the Motor Vehicle Manufacturer's Association. "Taken as it is written, it would totally affect the auto industry and the products we produce."

The auto industry is not against new clean-air legislation. It expressed guarded support for Bush's clean-air proposal when it was introduced last year. And it backs the clean-air bill — again guardedly — as it is has been amended in the House of Representatives.

The tailpipe emissions provisions of that bill are virtually locked in by an agreement between the two adversarial leaders of the House debate, Rep. John D. Dingell, D-Mich., and Rep. Henry A. Waxman, D-Calif. They have agreed to a package of emissions controls that mirror those set to take effect in California and eight Northeast states in 1993.

Further House debate is anticipated over alternative fuels.

But the action in the House is likely to start later this year, following the Senate action.

To combat the momentum in the Senate, the MVMA is planning a major media campaign.

A General Motors spokesman said the automakers may place advertisements in major newspapers. The ads will essentially say the Senate measure will cripple indus-

see AIR, page 46

INDEX

Around the world	24
Classifieds	37-44
Dealing with dealers	32
Incentive watch	50
Late news	8
Legal briefs	19
Opinion	12
Personnel	30
Production	51
Sales, import car	44
Sales, truck	16
Service management	20
Truck industry	16

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Informality seeps into Japanese management

Nissan leads way in new approach

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Director Kiyofumi Morimoto remembers his first board meetings at Nissan Motor Co. Only the top executive spoke. The rest were silent.

After 27 years in government, before joining Nissan in 1981, Morimoto was struck by the lack of communication in the corporate world.

But in 1985, there was a break in the hushed, rather autocratic formality that characterized Nissan's corporate style. Yutaka Kume became president and, in his inaugural speech, instructed employees to call him by his name, not his title.

Kume "opened a door," Morimoto said. Since then, employees have been encouraged to speak up; women staffers no longer have to wear uniforms; and salaries are based on ability and performance, not just seniority. Written and unwritten strictures have fallen rapidly. Morimoto calls the developments "drastic."

Now, other companies are coming to Nissan for advice, because they recognize not only a change in management style at Nissan, but also a greater spontaneity in the company's product development as a result. Both Mazda Motor Corp. and Isuzu Motors Ltd. have approached Nissan executives for tips on how they did it.

Toyota Motor Corp., while not acknowledging any influence from Nissan, has recently introduced its own reform program.

This rush to shake off what has been a traditional style of Japanese management may seem unusual to Westerners accustomed to the continual praise of Japanese management techniques. But there is a distinction between management in the factory and management in the head office.

On the plant floor, Japanese management tends to be much more egalitarian than American or European management, with more worker participation and fewer titles. Managers and workers dress in the same uniform and eat in the same cafeteria.

But at the head office, the lines of authority are clearly drawn. A Japanese board tends to be overloaded with titles, more than would be the case in the United States or Europe.

What is happening now is a gradual internationalization in Japanese business practice at the executive level. In some aspects of management style, in the office at least, Morimoto said, "We have a lot of things to learn from Americans and Europeans."

Sometimes Japanese decision-making is not so clear, and that can be frustrating for overseas staff, according to Morimoto. "Behind-the-curtain negotiating is sometimes needed, but it is difficult for others to know what is going on in a company."

In August, Toyota Motor Corp. introduced its plan to simplify the management structure and obtain greater flexibility. For one thing, the company decided there were too many titles. Too many people had to apply their hanko, or seal, to every proposal. As a result, making an immediate decision was impossible, according to managing director Iwao Isomura.

The company had simply become too big. It had outgrown the old system of management.

The world is changing rapidly, and customer needs are changing rapidly too, but at Toyota, "by the

see SHAKEUP, page 33

DECEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	17,923						17,923	15,280
	YR	186,755						186,755	192,273
DODGE	MO	43,193						43,193	45,579
	YR	548,429						548,429	571,036
JEEP	MO	16,313						16,313	21,912
	YR	249,170						249,170	253,454
TOYOTA	MO	16,654						16,654	19,430
	YR	221,694						221,694	247,077
NISSAN	MO	10,153						10,153	14,309
	YR	153,412						153,412	169,591
MAZDA	MO	4,644						4,644	6,381
	YR	78,539						78,539	93,287
ISUZU	MO	10,369						10,369	8,756
	YR	103,373						103,373	90,405
MITSUBISHI	MO	4,274						4,274	3,302
	YR	38,707						38,707	43,516
SUZUKI	MO	1,051						1,051	3,610
	YR	24,172						24,172	57,064
RANGE ROVER	MO	588						588	444
	YR	4,822						4,822	3,427
FORD	MO	97,211	2,038		360	1,798	740	102,147	111,521
	YR	1,376,346	25,648		9,526	32,531	13,994	1,458,046	1,523,215
FREIGHTLINER	MO						1,893	1,893	2,256
	YR						23,381	23,381	24,164
CHEVROLET	MO	88,436		20	1,020	496		89,972	110,809
	YR	1,309,837		234	7,424	8,272		1,325,767	1,354,491
GMC	MO	25,707		256	279	1,025		27,267	28,639
	YR	353,788		4,458	5,371	12,780		376,397	386,174
OLDSMOBILE	MO	926						926	
	YR	2,122						2,122	
PONTIAC	MO	1,263						1,263	
	YR	3,226						3,226	
KENWORTH	MO					27	1,235	1,262	1,608
	YR					388	17,806	18,194	17,204
MACK	MO				98	132	1,268	1,498	2,492
	YR				1,819	2,417	19,035	23,271	26,731
MERCEDES-BENZ	MO				56	104		160	243
	YR				796	1,241		2,037	3,006
NAVISTAR	MO		8	5	657	1,953	2,791	5,414	6,791
	YR		226	152	11,795	31,341	34,671	78,185	84,909
PETERBILT	MO					63	1,378	1,441	1,637
	YR					546	16,557	17,103	16,701
VOLVO/GM HEAVY	MO					75	2,123	2,198	2,638
	YR					1,012	17,340	18,352	18,541
HINO	MO	22		40	35	57		154	156
	YR	262		465	503	911		2,141	2,123
NISSAN DIESEL	MO	52		64	47	48		211	149
	YR	582		762	435	611		2,390	2,043
ISUZU TRUCK	MO	1,102	80	17	53	45		1,297	724
	YR	6,066	653	230	743	669		8,361	6,687
MITSUBISHI FUSO	MO	152		46	14	54		266	357
	YR	1,694		686	317	611		3,308	3,001
SCANIA	MO						7	7	19
	YR						116	116	163
IVECO TRUCKS	MO	149	39	14	12			214	229
	YR	1,422	504	256	175			2,357	2,816
WESTERN STAR	MO						86	86	106
	YR						1,419	1,419	1,440
OTHER DOMESTICS	MO				30		15	45	97
	YR				224	116	748	1,088	919
GRAND TOTAL	MO	340,182	2,165	462	2,661	5,877	11,536	362,883	409,546
	YR	4,664,418	27,031	7,243	39,128	93,446	145,068	4,976,334	5,195,458
1988 YR to DATE		4,861,007	21,181	8,268	53,599	103,042	148,361		

NOTE: 1988 year-to-date includes 10 Subaru Brats; Class 1-3 sales data reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

TRUCK INDUSTRY

Truck sales just miss another 5 million year

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Truck sales in the United States were just shy of 5 million units in calendar 1989, their second-best performance ever.

Sales of 4,976,334 trucks were 4.22 percent below calendar 1988 sales.

Among the truck segments, medium-duty models experienced the sharpest downturn, followed by light duties. Heavy Class 8 truck sales held up the best.

The industry retailed 4,664,418 Class 1-3 light trucks in calender 1989, down 4.04 percent from 1988, according to the Motor Vehicle Manufacturers Association.

It retailed 166,848 Class 4-7 trucks, down 10.34 percent from a year earlier, MVMA said.

Sales of heavies dipped 2.27 percent to 145,068, MVMA figures show.

Net new orders for heavy trucks totaled 9,753 in November, down 37.51 percent from a year earlier, according to Deutsche Bank Capital, a New York-based financial institution.

November orders were off only slightly from October's 10,092. It ended a modest seasonal decline and was a further indication of the slow improvement that has been taking place since August when orders bottomed out at 6,700.

Frank Prezelski, an analyst with Deutsche Bank, predicted that fluctuations will continue on a month-to-month basis, but that the general trend will be upward.

Order rates for December and January are still expected to show declines from December 1988 and January 1989, respectively, because the latter were exceptionally strong months.

January 1989 drew an all-time monthly record of 23,664 Class 8 orders. December 1988 posted a very strong 18,581 orders.

If order rates continue near current levels through the early part of this year and then begin to rise, the industry will see retail sales of about 125,000 Class 8s, Prezelski said.

Meanwhile, Class 8 production rates have been somewhat higher than the order intake, reducing the backlog of unfilled orders.

The November backlog was just over 40,000 units, down from October's 42,000.

The cancellation rate on new truck orders improved in November to just under 10 percent from about 16 percent in October, further indicating that demand is stabilizing, Deutsche Bank said.

Luxury conversions

Centurion Vehicles of White Pigeon, Mich., has introduced two luxury conversions, built on Ford's chassis. Both the three-quarter-ton Classic 150 model and the one-ton Classic 350 provide seating for up to nine.

Truck Industry Alliance revived to study '90s issues

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Trucking Industry Alliance, an informal forum of trucking industry representatives, has been reactivated to discuss national highway and transportation policy.

The group, which includes participants from the Motor Vehicle Manufacturers Association, truck manufacturers, trucking companies and associations — with the notable exception of executives from the American Trucking Associations — was formed in 1983 to promote the safety and image of the commercial trucking industry.

It established the Professional Truck Driver Institute of America to certify truck driving schools, but had not met since 1986.

Thomas H. Hanna, MVMA president and chief executive officer, said the group has been reactivated as a result of interest from participating organizations in the development of a national transportation policy; the environment, including global warming and alternative fuels; taxation; regulation; trucking image; and safety.

Representatives from the Highway Users Federation for Safety and Mobility presented that group's plan for a new national highway program at a meeting of the Trucking Industry Alliance. The Federal-Aid Highway Program is due to be re-authorized by Congress in 1991.

Jack C. Martin, public affairs director of the Highway Users Federation, said, "We think Congress will put off (the debate over) highway legislation until 1991. We should start pushing and prodding (to gain congressional interest) now."

Tony Kane, director of the Transportation Department's national transportation policy team, said the National Transportation Policy will include plans to rebuild and improve the highway infrastructure, to protect the quality of the environment and to foster innovation through research and development efforts in conjunction with the private sector.

SERVICE MANAGEMENT

Training and equipment stressed

Ford official lists priorities for success in collision repair field

DALLAS — Investment in equipment and training today will be the key to success in the collision repair industry tomorrow.

That was the conclusion of Kenneth W. Myers, parts and service marketing manager for Ford parts and service division, in an address at the National Autobody Congress and Exposition here.

Evolutionary developments in automobiles, more demanding customers, tighter environmental standards and increasing insurance industry pressure are among the forces squeezing collision repairers, Myers said.

Myers

But the perceptive, progressive collision repairer will make the investments necessary to complete high-quality, lower-cost repairs; to forge vital partnerships that will allow better management of those forces and, most important, to place customer satisfaction as the overriding objective, he said.

Achieving those goals, Myers said, will assure collision repairers a chance to take part in the tremendous opportunities that will exist in the coming decade.

Outlining apparent shortcomings in the repair industry, Myers cited industry statistics showing that from 1981 to 1988, the cost of the average collision repair for vehicles in their first two years of use rose from $1,200 to more than $2,100.

In that period, labor costs for sheet metal rose 16 percent; paint, 45 percent; mechanical/electric, 66 percent; and body straightening, 76 percent, Myers said.

"It's taking collision repairers more time to do as good a job in the areas where the most dramatic evolutionary automotive developments have occurred," he said. "Are you planning to acquire the tools and equipment necessary to reduce the time and costs involved?

"If we compare automotive developments in the 1980s to a snowball, the advancements to come in the 1990s will be the equivalent of an avalanche. Are you ready?" Myers asked the group.

He said the largest repair shops — those with $750,000 or more in annual sales — are growing at the fastest rate. Those shops, he noted, have the best equipment, the largest number of certified technicians and the most comprehensive training programs.

"Those who invest in leading-edge equipment will be better able to manage automotive evolution," Myers said.

"Those who are committed to ongoing employee training will be better able to meet the increasingly rapid changes that will confront the industry. And those who diversify their businesses beyond the basic frame, body and paint work will achieve a one-stop service capability for the electro-mechanical systems repair needs that will exist in the next decade."

Myers also asked the group to understand and to help address the dilemma faced by the insurance industry to hold down auto insurance premium costs.

"If I were to address this gathering 10 years from now, I would surely like to be able to report that one of the most dramatic developments of the past decade had been the emergence of a climate in which the automakers, collision repairers and insurers all worked to achieve maximum customer satisfaction with its obvious benefits to all," he said.

Myers said, insurers have been "writing their own estimates, granting preferred body-shop status, using computerized estimating and parts locating systems and increasing the use of imitation parts of questionable quality."

Myers said Ford Motor Co. is interested in assisting the repair industry. As an example, he cited the company's increased emphasis on production of collision repair reference and resource material and the meeting between the Automotive Service Association and Ford's vehicle design, repairability and serviceability staffs to analyze how concepts related to reducing repair costs could be designed into new vehicles.

Heated windshield system

A new windshield system that melts ice three to five times faster than a conventional defroster has been developed and is being manufactured by Libbey-Owens-Ford Co. of Toledo, Ohio, and General Motors Delco Remy Division of Anderson, Ind. Called the ElectriClear, the system is demonstrated by Donald Paulson, systems engineer for Delco Remy. An invisible micro-thin coating between the glass layers of the windshield conducts heat without obscuring vision.

Dallas firm offers free oil reclamation

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

To stem the flow of used motor oil into the environment, Chief Auto Parts, a Dallas retailer of automotive replacement parts, has begun a motor oil recycling program.

The program, initially offered by selected stores in California, is the first of its kind in the country, said Mike Manor, Chief president.

Manor said the company wants to expand the free program rapidly to Chief's 495 stores in nine states.

As more reclamation centers open, Chief plans to provide recycling at regional centers located in stores in California, Texas, Nevada, Arizona, Oklahoma, Tennessee, Kentucky, Alabama and Arkansas.

People who want to dispose of their used oil will be able to deposit it in a state and federally approved receptacle at any participating Chief store, according to Manor. The oil, he said, will be taken to a processing plant for recycling.

"Each year, Americans dump 400 million gallons of used motor oil into our environment. That's 35 times the amount of oil that was spilled in the Alaskan oil disaster," Manor said.

"As a major provider of motor oil and motor oil products to the public, we believe that Chief has an obligation to prevent such needless dumping of used motor oil — oil that should be recycled," he said.

The program, Manor said, is supported by most federal, state and local government agencies as well as by most environmental organizations. Many state agencies, he said, are offering a toll-free number to call for information on the nearest recycling center.

Manor said the recycling program is part of Chief's commitment to the environment. Earlier, Chief introduced the Specially Adapted for the Environmment Program, which will offer many new environmentally safe products.

The recycling program, he said, also provides for an in-store educational presentation explaining the availability of environmentally safe products as well as proper use and disposal of hazardous chemicals.

Service volume posts '89 gain despite downturn in December

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Despite a decline in December, new-car dealers' service and parts business for all of 1989 recorded a modest gain, according to the Automotive News Service Index.

Shop volume in dealerships in 1989 amounted to 101.4 percent of the business for all of 1988. December's volume dipped to 96.3 percent of the total recorded by dealers in the year-ago month.

All indicators used in the Service Index, except repair orders written, made gains in the 12-month period. In December, all five indicators were below the volume posted in the same month a year earlier.

Gross profit on all labor, parts and accessories — the most important indicator to dealers — gained 2.2 percent over the previous 12-month period. In December, profits were down 5.8 percent.

Repair orders written dipped 2.2 percent for the year and 6.1 percent for December, while total labor sales (customer-paid and warranty) were up 2.0 percent for the year and down 2.5 percent for the month.

Shop parts sales (customer-paid and warranty) advanced 0.5 percent in 1989 and declined 6.5 percent in December, while sales of parts and accessories climbed 0.7 percent for the year and fell 3.0 percent for the month.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
96.3★

	Dec., '89 vs. Dec., '88	Jan.-Dec., '89 vs. Jan.-Dec., '88
Gross Profit on All Labor and P&A Sales	−5.8%	+2.2%
Repair Orders Written	−6.1%	−2.2%
Total Labor Sales (Customer & Warranty)	−2.5%	+2.0%
Shop Parts Sales (Customer & Warranty)	−6.5%	+0.5%
Sales of All P&A	−3.0%	+0.7%

★ Survey by Automotive News shows that dealers' service and parts business in December 1989 was 96.3 percent of business in December 1988. Service business in the first 12 months of 1989 was 101.4 percent of business in the corresponding period in 1988.

Study says parts market is growing at snail's pace

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Competition, tight profit margins and tough technological requirements are expected to continue to have a negative impact on original equipment manufacturers and aftermarket parts and markets.

According to a study by Business Communications Co. of Norwalk, Conn., the market for parts and materials is growing very slowly, about 1 percent annually.

That slow growth, Business Communications said, is likely to continue for the foreseeable future as competition from abroad and transplants hold profit margins down and smaller producers continue to have problems meeting requirements of the Big 3 automakers and other producers.

The study is titled "Competitive U.S. Market for Automotive Parts: OEM, Aftermarket and Japanese Producers." It said that while the market for original equipment sales to the Big 3 is somewhat stagnant, the market for parts and materials for Japanese cars built in the United States promises to soar as production capacity increases.

In 1987, Nissan Motor Manufacturing Corp. U.S.A. purchased 30 percent of its outsourced parts from U.S.-based firms and planned to double that percentage by the end of last year. Much of that market is expected to go to Japanese transplants, although those firms have been open to joint ventures with American-based partners, the study said.

Business Communications estimates that by 1994, the overall original equipment market for parts and materials for Japanese cars produced in the United States will be $7.4 billion.

Currently, the firm estimates that Japanese automakers spend $3.7 billion in the United States for parts and materials for vehicles built in this country.

As the company sees it, the breakdown of current original equipment spending by the Japanese includes: electrical/electronic, 33 percent; body parts, 30 percent; materials, 15 percent; engine parts, 12 percent; chassis/drivetrain, 8 percent; and accessories, 2 percent.

Although the growth rate in the U.S. transplant markets for the past several years has been much higher for Japanese companies than for European companies, the total volume of European investment in the U.S. auto parts industry is comparable to Japanese investment, according to Business Communications.

West Germany, for example, has invested about half as much as Japan, although that investment has not received nearly as much publicity as Japanese investment in the U.S. auto parts industry, the report said.

Since 1985, new Japanese investment has been about four times as great as new European investment, although growth rates from Europe have remained relatively high, the firm said.

According to the study, U.S. firms also will have to contend with competition from U.S. direct investment in the parts-producing industries of the Third World. Farseeing U.S. auto parts companies have started to invest in those industries, especially in South Korea, the report said.

Approximately 30 percent of the value of the parts in a typical South Korean automobile is contributed by foreign manufacturers, so the rising South Korean industry also represents a good potential market as well as a threat, the report said.

The study also noted:

- The percentage of value added by outside firms is expected to increase in the United States.
- Large firms will increasingly dominate the U.S. parts industry.
- In materials, plastics will be used in increasing amounts in body parts and aluminum in engines. Ceramics and advanced composites will also find new applications.
- The growth rate in the aftermarket is considerably brighter than in the original equipment market — especially for Japanese vehicles.

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CLASSIC FERRARI'S
Boxers Dinos 250 GT 365 GTB All Exotics
CLASSIC MERCEDES
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Import sales drop 25% in dismal December

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — December was dismal for many importers. A 25.54 percent sales decline for the month dragged the 1989 import car market 8.82 percent below the 1988 total.

Japanese import models outperformed the market in 1989, while European, Korean and Brazilian models fared worse. Of 28 makes in business long enough to have comparative numbers, only seven posted gains — five Japanese, one Korean and one European.

Nissan, Acura, Suzuki, Daihatsu and Mitsubishi were the Japanese import gainers. Overall, Japanese imports were off 5.2 percent for the year, but a surge in production and sales from Japan's North American assembly plants more than made up for that dip.

Volvo was the lone European to gain for the year, and Ford's Festiva, built by Kia Motors, was the only Korean gainer.

December was volatile. Fourteen import makes posted sales declines of 30 to 62 percent, but Audi, Daihatsu and Mitsubishi gained 45 to 53 percent for the month.

Some of the most interesting results were in the import luxury market.

Lexus and Infiniti are already affecting the segment after only a few months on the market.

Lexus recorded a strong December. It exceeded its target of 16,000 sales for the calendar year, although it has scaled back its 1990 goal from 75,000 to 60,000 sales. Infiniti's first sales report, for November and December, was a less than rousing 1,723 units.

BMW had a nightmarish December. Its final-month sales drop of 37.75 percent pushed the 1989 loss into double digits, and upstart Lexus outsold BMW for the month, 4,545 to 4,463.

The newcomers' effect on the rest of the import luxury segment was mixed. Audi, Mercedes-Benz, Volvo and Acura posted gains for the month, including a record December for Volvo that pushed it over 100,000 sales for the year.

Jaguar, Peugeot and Sterling recorded small December declines, but their losses were not as great as the overall import market. Saab, Porsche and Merkur had losses of 46 to 62 percent.

Among established luxury and near-luxury imports only Acura and Volvo recorded increases for the year. Acura was up 10.78 percent, and Volvo was up 4.19 percent.

Jaguar and Audi were down a bit less than the 8.82 percent dip for all imports. Mercedes, Peugeot and BMW were just above the average decline. Saab, Porsche, Sterling and the lame-duck Merkur took heavy losses.

December was a bad month for Korean imports.

Hyundai's month-to-month declines had gotten progressively smaller through the fall, but December sales dropped 50.60 percent and pushed 1989 losses back over 30 percent. Sales of the Mitsubishi Precis, built by Hyundai, were off 83.20 percent for the month and 30.43 percent for the year.

The Pontiac LeMans, built by Daewoo, fell nearly 86 percent for the month and was off 30.29 percent for the year. The only bright spot for Korean automakers was the Ford Festiva, up 0.23 percent for the year despite falling 28.49 percent in December.

Brazil's only import entry, the Volkswagen Fox, was off 33.86 percent for 1989.

IMPORT CAR SALES BY MODEL

	Dec. 1989	Dec. 1988	12 Mos., 1989	12 Mos., 1988
ACURA	9,857	9,830	142,061	128,238
Integra	5,415	3,804	77,423	57,468
Legend	4,442	6,026	64,638	70,770
ALFA ROMEO	171	359	2,917	4,476
Milano	48	249	1,078	2,325
Spider	123	110	1,839	2,151
AUDI	1,890	1,306	21,283	22,941
4000	0	8	103	573
5000	7	72	357	7,254
80	499	319	4,591	5,702
90	257	397	4,423	6,106
V8 Quattro	122	0	889	0
Coupe Quattro	74	0	420	0
100/200	786	366	8,473	2,429
100/200 Quattro	145	144	2,027	877
BMW	4,463	7,169	64,881	73,359
3-Series	1,919	3,381	31,174	36,672
5-Series	1,700	2,264	20,219	18,628
635 CSi	60	119	1,483	1,863
7-Series	708	1,119	10,399	13,308
M3	64	110	979	1,675
M5	5	68	273	547
M6	7	108	354	666
CHEVROLET/GEO	7,902	9,012	115,669	116,435
Geo Storm/Spectrum	4,003	5,255	62,232	68,347
Geo Metro/Sprint	3,899	3,757	53,437	48,088
CHRYSLER MOTORS	4,877	8,988	102,187	128,512
Colt	2,785	4,919	58,299	79,885
Conquest	114	492	5,026	9,873
Medallion	44	767	3,907	14,712
Summit	793	1,525	19,121	4,603
Vista	553	1,285	12,910	19,439
TC	588	0	2,924	0
DAIHATSU	1,215	823	15,118	11,460
FORD Festiva	4,103	5,738	69,328	69,167
HONDA	20,335	33,008	251,569	265,122
Civic/CRX	3,685	7,933	61,088	97,962
Accord	15,248	19,646	147,599	114,619
Prelude	1,402	5,429	42,882	52,541
HYUNDAI	10,548	21,352	183,261	264,282
Excel	8,088	21,352	153,197	264,282
Sonata	2,460	0	30,064	0
ISUZU	577	1,522	16,296	24,520
I-Mark	512	1,295	11,816	17,310
Impulse	65	227	4,480	7,210
INFINITI	1,723	0	1,723	0
M30	651	0	651	0
Q45	1,072	0	1,072	0
JAGUAR	1,879	2,040	18,967	20,727
XJ6	1,383	1,629	14,509	15,944
XJS	496	411	4,458	4,783
LEXUS	4,545	0	16,302	0
ES 250	1,563	0	4,728	0
LS 400	2,982	0	11,574	0
MASERATI	20	17	280	733
MAZDA	16,770	17,668	221,794	224,719
323	2,042	6,610	60,965	90,822
Protege	2,828	0	9,935	0
626	3,279	4,483	52,770	66,354
MX-6	33	231	2,222	8,031
Miata	3,295	0	23,052	0
929	1,187	1,724	19,390	25,981
RX-7	741	2,016	16,249	27,814
MPV	3,365	2,604	37,211	5,717
MERCEDES BENZ	7,113	6,647	75,714	83,627
190	1,300	1,161	14,503	16,740
300E 2.6/260E	635	427	5,404	6,370
300	2,040	1,530	22,650	21,165
300 SE	503	734	6,333	5,331
300SDL Turbo	0	0	2	90
300SEL	316	329	3,822	4,826
420SEL	714	678	7,493	8,500
560SEL	646	636	5,460	5,829
560SL	591	828	7,477	11,844
560SEC	225	166	1,702	1,652
Tourist	143	158	868	1,280
MERKUR	298	782	8,765	15,261
XR4Ti	61	333	4,017	5,745
Scorpio	237	449	4,748	9,516
MITSUBISHI	8,396	5,483	79,751	69,975
Starion	2	154	686	3,016
Cordia	0	410	382	5,919
Tredia	0	2	12	477
Mirage	5,689	722	29,135	11,997
Galant	2,125	1,748	32,266	20,625
Sigma	111	0	345	0
Precis	369	2,197	15,037	21,613
Van/Wagon	100	250	1,888	6,328
NISSAN	21,393	31,183	405,147	360,745
Sentra	4,229	10,820	118,158	137,396
Pulsar	453	1,211	23,909	44,317
Stanza	2,253	2,310	42,736	46,636
Axxess	1,229	0	9,776	0
Maxima	7,253	8,772	109,429	74,451
240SX/200SX	3,325	4,617	68,213	31,900
300ZX	1,509	995	26,387	19,357
Hawaii	1,142	2,458	6,539	6,684
PEUGEOT	474	492	6,095	6,713
PONTIAC LeMans	917	6,501	44,641	64,037
PORSCHE	659	1,227	9,476	15,732
924S	0	128	136	2,321
944	82	337	1,320	3,722
944S	108	87	566	544
944 Turbo	76	213	807	1,880
911 Coupe/Carrera 4/2	308	152	2,757	2,962
911 Turbo	7	77	1,043	1,104
911 Cabriolet/Speedster	32	87	1,914	1,777
928S	46	146	833	1,427
SAAB	1,444	2,700	31,576	38,490
900	176	453	6,071	6,593
900S	270	604	7,861	9,982
900 Turbo	434	653	8,539	9,331
9000S	126	251	2,674	3,596
9000 CD	245	0	3,109	0
9000 Turbo	186	724	3,052	8,262
Tourist	7	15	270	726
STERLING	361	382	5,907	8,901
SUBARU	7,546	12,749	136,112	155,946
Hatchback	105	326	2,681	5,327
3-Door	114	636	7,512	9,105
4-Door Sedan	251	3,758	27,381	34,389
Legacy	4,337	0	32,762	0
Loyale	1,103	0	12,200	0
XT/XT6	262	809	12,042	14,077
Station Wagon	188	4,703	19,998	65,735
Justy	1,286	2,517	21,536	27,313
SUZUKI	306	280	6,009	524
TOYOTA	39,798	57,007	494,969	616,529
Corolla	10,874	15,425	118,774	159,040
Tercel	7,908	11,867	97,577	104,655
Celica	6,704	4,935	61,936	66,331
Supra	790	1,431	14,544	19,596
Camry	7,091	18,415	126,279	212,423
Cressida	719	2,200	23,934	14,195
Land Cruiser	344	447	5,091	6,024
Van	370	416	4,702	5,341
4Runner SR 5	4,837	1,493	36,927	20,880
MR2	161	378	5,205	8,044
VOLKSWAGEN	8,511	10,115	133,650	143,861
Cabriolet	403	569	9,891	12,791
Corrado	269	0	1,403	0
Jetta	4,117	3,508	55,504	51,036
Golf/GTI	1,098	1,584	22,247	10,901
Vanagon	363	424	5,147	5,416
Quantum	7	202	936	3,031
Scirocco	3	264	867	3,754
Fox	2,251	3,564	37,655	56,932
VOLVO	5,898	5,604	102,620	98,497
240 Series	2,067	2,426	40,881	41,837
740 Series	3,112	2,629	47,098	42,642
760 Series	635	485	11,811	11,688
780	27	51	2,057	1,681
Tourist	57	13	773	649
YUGO	628	1,531	10,576	31,545
IMPORT TOTAL	194,717	261,515	2,794,644	3,065,073

Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Dabrowski

Japan renews export quota for another year at 2.3 million

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japan will retain voluntary restrictions on auto exports to the United States for the ninth straight year. The 1990-1991 limit will be the current level of 2.3 million cars.

Hikaru Matsunaga, minister of international trade and industry, said exports to the United States during the current fiscal year, which ends March 31, will fall below the ceiling.

Estimates are around 2 million cars.

In Detroit, the UAW and the Big 3 criticized the announcement.

UAW President Owen Bieber welcomed the restraint, but added, "We are deeply dissatisfied by the high level that was announced."

Chrysler Corp. Vice Chairman Gerald Greenwald described Japanese export restraint as a "meaningless political gesture."

Ford Motor Co. said a case could be made to reduce the Japanese export ceiling because of the low local content of Japanese cars made in the United States.

"The automotive deficit will continue to increase as the volume of transplants increases," Ford said.

General Motors said, "We believe it is time now to focus on the very real structural barriers that American firms face when selling products in Japan, rather than spending time and effort on a policy that works largely to the benefit of the Japanese."

Responding to the criticism, Mazda Motor Corp. President Norimasa Furuta said Americans may have some anxiety about exports disrupting the market. But he said he believed exports would not reach the maximum. He predicted that the rate of exports will continue to decline and will not reach the point where they will disrupt the market.

Mazda will not take any "excessive" action to try to meet a particular quota, he said.

Furuta added that he thought it was improper to combine the sales of imports with the locally produced vehicles to come up with a figure for Japanese market share in the United States.

Matsunaga said the Japanese government wants "to confirm the declining trend of exports" before deciding whether to drop the voluntary export restraints.

Last year, when the Ministry of International Trade and Industry extended quotas for another year, it left open a possibility that restraints could be scrapped even in midyear if exports showed a decided decline.

Trade problems between the United States and Japan, current difficulties facing American companies and the 30 percent share of the U.S. new-car market now claimed by Japanese makers formed the background to making the decision, according to the ministry.

But the ministry insisted that the deciding factor was the export total itself.

Industry reaction was low key and predictable. The decision was inevitable in view of the current economic relationship between the two countries, according to the Japan Automobile Manufacturers Association.

Shoichiro Toyoda, president of Toyota Motor Corp., said the decision had to be made, but he "regretted" the consequences of having trade limits for another year.

Yutaka Kume, president of Nissan Motor Co., called it a "realistic choice" in view of the difficult trade relations and the slowdown in the U.S. market.

In general, companies that might be able to sell more cars in the United States — Toyota and Honda Motor Co. — accepted the extension of volutary export restraints as a second-best solution.

SALES

FROM PAGE 1

cember 1988.

Incentive programs, put in place during mid-December, may be producing higher sales than expected, said Wendy Beale Needham of Smith Barney Harris Upham & Co. in New York. She also said a balmy January after a cold December brought people into showrooms.

The big jump came chiefly from individual buyers. Fleet sales, often used by automakers to smooth out the valleys in overall car sales, were not the mainstay this time.

Officials at both Hertz Corp. and Budget Rent A Car Corp. said they have taken delivery on some vehicles, but not enough to account for a surge in total sales.

In early January, U.S. car and light-truck makers sold 259,854 new vehicles, compared to 178,594 last year.

Seven of the eight domestic manufacturers scored gains. Nissan was the only U.S. car and light-truck maker to sell fewer vehicles.

Sales rose about 81,000 units for the industry, and GM was responsible for half of that increase. GM's car and light truck sales jumped 55.43 percent, or 36.00 percent based on the daily selling rate.

First-ever rebates on Chrysler's market-leading minivans added fuel to light-truck sales. "The minivans are leading the way," said James P. Holden, Chrysler's director of sales and marketing analysis. Chrysler's light-truck sales rose 64 percent for Jan. 1-10.

Besides the new rebates on minivans, Chrysler guaranteed consumers that they would get the difference if Chrysler raised rebates on certain models during the model year. That helped Chrysler sell 47.94 percent more cars and light trucks than a year ago (29.46 percent daily rate).

Ford Motor Co.'s combined vehicle sales rose 30.73 percent in the period (14.39 percent daily rate).

In early January, U.S. makers sold 158,315 cars, up 49.04 percent over last year's period, or 30.41 percent on a daily rate basis.

In early January, cars sold at an average annual rate of 8.1 million domestic cars, based on a Commerce Department formula that factors in seasonal selling patterns. That was considerably stronger than last year's depressed 5.2 million rate.

GM's car deliveries soared 60.51 percent this year. Ford retailed 33.59 percent more cars and Chrysler boosted car sales 30.76 percent. It was the first time since mid-September that Chrysler has posted a year-to-year gain for a 10-day period.

Except for Nissan, transplant car sales rose.

Toyota sold seven times as many U.S.-built Corollas and Camrys as in 1989. Last year, Toyota had just begun to sell Camrys produced at its new plant in Georgetown, Ky.

Honda sold 38.55 percent more domestically produced Civics and Accords while Mazda sold nearly three times as many U.S.-made MX-6s — 713 vs. 261.

The four U.S. light-truck makers sold 40.30 percent more trucks than they did a year ago (22.76 on a daily-rate basis).

DOMESTIC SALES

CARS

	Jan. 1-10, 1990	Jan. 1-10, 1989
Eagle	1,101	552
Chrysler	3,727	3,739
Dodge	8,873	7,633
Plymouth	6,663	3,649
Chrysler Motors	20,364	15,573
Ford	34,325	26,584
Lincoln	4,109	3,226
Mercury	10,475	6,802
Ford Motor Co.	48,909	36,612
Buick	9,821	7,580
Cadillac	5,871	3,959
Chevrolet	30,933	17,235
Oldsmobile	13,145	11,247
Pontiac	16,647	7,587
General Motors	76,417	47,608
Honda	5,531	3,992
Mazda	713	261
Mitsubishi	1,344	51
Nissan	914	1,538
Toyota	4,123	588
U.S. Car Total	**158,315**	**106,223**

TRUCKS

Chrysler	122	—
Dodge	14,462	9,024
Jeep	5,148	4,330
Plymouth	7,252	3,077
Chrysler Motors	26,984	16,431
Ford Motor Co.	32,868	25,940
Chevrolet	31,272	20,909
GMC	8,616	6,868
Oldsmobile	348	—
Pontiac	516	—
General Motors	40,752	27,777
Nissan	935	2,223
U.S. Truck Total	**101,539**	**72,371**
U.S. Car-Truck Total	**259,854**	**178,594**

AUTOMOTIVE NEWS/JOE WILSSENS

FBI stings parts counterfeiters

Leon Hardiman, general parts distribution manager for Chrysler Corp., addresses a Detroit press conference at which the FBI showed counterfeit auto parts confiscated in 30 raids on manufacturing and retail outlets. The Big 3 aided the FBI in a 15-state sting operation called Partsman. The bureau said it intends to prosecute. No warrants have been issued yet.

CHRYSLER

FROM PAGE 1

shi-built Dodge Raider sport-utility, and the Chrysler Conquest TSi sport specialty coupe has been discontinued.

Chrysler will continue to sell through Dodge and Plymouth the Mitsubishi-built Colt subcompact, Colt Vista wagon and Colt DL wagon. Dodge will still market the Mitsubishi-built Ram 50 small pickup. And later this year, Chrysler will begin selling the Stealth, a sport specialty coupe it developed with Mitsubishi.

Under Japan's voluntary export restraints, Mitsubishi is permitted to sell nearly 195,000 car units — its own brand and those badged as Chryslers — in the U.S. market during the 12 months ending March 31. With Chrysler taking fewer imported cars, Mitsubishi theoretically could sell more through its own network. Mitsubishi dealers plan to import about 21,000 fewer vehicles from Japan even though they expect to sell more vehicles than before.

Richard Recchia, executive vice president of Mitsubishi Motor Sales of America, said the company in 1990 will receive 55,000 additional units from Diamond-Star Motors, the Chrysler-Mitsubishi joint venture in Illinois.

Recchia said Mitsubishi Motor Sales of America expects to sell 185,000 cars and trucks in 1990 as its dealer network grows from the current 410 to nearly 500 points this year. Mitsubishi dealers sold 151,000 units in 1989.

The sales company sold 32,000 Diamond-Star units in 1989 but in 1990 will receive 87,000 U.S.-built cars. Diamond-Star builds the Mitsubishi Eclipse (also Plymouth Laser and Eagle Talon) and will begin producing the Mitsubishi Mirage for the 1991 model year.

"We're going to try to sell the maximum number of imported vehicles we can and also all of the Diamond-Star vehicles," Recchia said. "We will have the availability from Japan. Whether we have the ability is another question."

Hammes described the negotiations between Chrysler and Mitsubishi as "a long and protracted series of discussions" that concluded to the mutual satisfaction of both companies. "It wasn't just a question of volume. It was a multi-dimensional discussion about what model availability there would be and what type of (marketing) support would come from the factory versus the distributor," he said.

Automotive News Staff Reporter Mary Ann Maskery in Tokyo contributed to this report.

$1,000 rebates set off Chrysler minivan sales surge

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Motors minivan sales have skyrocketed 50 percent from year-ago levels, propelled by a $1,000 consumer incentive.

Chrysler in the first 10 days of January held 62 percent of the U.S. minivan market.

On Dec. 15 Chrysler began offering a minivan rebate for the first time since the vehicles were introduced in the 1984 model year. From Dec. 11 through Jan. 10, sales of Chrysler minivans climbed 50 percent over year-earlier levels.

Union representatives at the two assembly plants where the Dodge Caravan and Grand Caravan, Plymouth Voyager and Grand Voyager and Chrysler Town & Country are built said the rebate has assured there will be no cuts in scheduled production and overtime through the end of January.

Tentative February schedules also include overtime, the union representatives said.

The minivan rebate will expire Jan. 31.

Chrysler said when the rebate was designed to boost showroom traffic and protect first quarter minivan production schedules.

The company then will build minivan stocks to 25,000-30,000 units in anticipation of model changeovers this summer.

"Prior to the rebates we had less than 15 days worth of orders," said Ken Lewenza, chairperson of Canadian Auto Workers Local 444 at the Chrysler Windsor, Ontario, assembly plant where the models are built.

"Now we have 31 days of orders," he said.

Chrysler said last week the Caravan/Grand Caravan dealer stock stood at a 36-day supply and Voyager/Grand Voyager at a 40-day supply.

The Chrysler Town & Country stood at a 100-day supply.

From Dec. 11, 1989 through Jan. 10, 1990 Chrysler sold 26,225 Caravan/Grand Caravan units, up 43 percent from one year earlier, and 21,693 Voyager/Grand Voyager units, up 57 percent from one year earlier.

The company also sold 323 Town & Country units.

EUROPE

FROM PAGE 3

biggest gainer in 1989, with sales rising 10 percent to 1,501,800 and market share climbing from 10.5 percent in 1988 to 11.1 percent. The jump was due primarily to the brisk-selling Opel Vectra/Vauxhall Cavalier compact introduced late in 1988.

West Germany finished strong and remains Europe's largest new-car market.

Elsewhere, sales records were established in the United Kingdom, France, Italy and Spain.

Automotive News figures that the VW Group was the European leader with 1989 sales of 2,018,000 cars, ahead of Fiat's 1,991,300.

Fiat put its 1989 European passenger-car sales at 2,007,733 and said VW's total was 1,970,000. It maintains that Volkswagen's figures are inflated by inclusion of car-derived commercial vehicles that are registered as passenger cars in Germany, but not in Italy. Fiat said it deducted such units from Europe-wide figures and came up with a total market of 13,322,647 — claiming a 15 percent share for itself.

Last year, Fiat called the 1988 Fiat-VW sales race a virtual draw while others crowned Volkswagen. This time, the Italian company is more assertive.

"This year we're saying that Fiat is No. 1 in Europe," said a spokesman. "Nobody seems to agree with Fiat," said John May of the British research group Automotive Industry Data.

May put the market at 13.42 million for the year and said his figures show that VW was No. 1 — the first to top 2 million in Europe — while Fiat had 1.98 million.

Automotive News figures indicate VW Group sales, including VW, Audi and Seat, rose 4.1 percent to 2,018,200. Gains by VW and Seat overcame a 4.2 percent decline to 358,600 suffered by Audi across Europe in 1989. VW AG has yet to release its own sales figures for the year.

Fiat Group sales, including Fiat, Lancia, Alfa Romeo and Ferrari, improved 5.7 percent to 1,991,300, good for a 14.8 percent market share, according to Automotive News sources.

Peugeot S.A. suffered the largest decline in market share among the six volume manufacturers, dropping from 12.9 percent in 1988 to 12.6 last year on sales of 1,704,300. Volume was up 1.8 percent. Peugeot S.A., including Peugeot and Citroen, had been the fastest-growing of the volume makers for two years, but it was hurt by a seven-week strike last fall.

Renault improved 5.3 percent to 1,392,200, a 10.3 percent share. But both Peugeot's and Renault's December figures were skewed by the apparently inaccurate French registration statistics. Preliminary figures show Renault sales in Europe declined 24 percent to 89,700 in December, while Peugeot plummeted 40 percent to 47,700. The French makers say the figures do not reflect actual sales because of a public employee strike.

Ford increased its market share from 11.3 percent in 1988 — when it suffered a disabling strike — to 11.6 percent on sales of 1,562,000, a gain of 6.6 percent.

Japanese makers combined lost 0.4 of a percentage point in market share in 1989 as sales finished almost exactly at the previous year's figure. Sales totaled 1,456,800, down 0.1 percent from the year before and a 10.8 percent share.

BMW, a big gainer in the first half of the year, lost some ground in the second half, but still finished with sales of 377,300, a 6.2 percent rise over the year before and a slight market share increase from 2.7 to 2.8 percent.

Archrival Mercedes-Benz declined for the year, with European volume dropping 2.1 percent to 434,400 and market share falling from 3.4 to 3.2 percent. But Mercedes has regained momentum. Sales rose 18 percent to 33,900 in December, while BMW was down 11.8 percent to 20,300.

Among national markets, West German sales were up 3.4 percent in December to 232,000 and finished the year at 2,851,700, a 1.6 percent increase over the previous year.

The United Kingdom posted a record 2,300,900 sales, a 3.9 percent improvement over 1988. But British sales appear to have begun a widely predicted decline resulting from tighter credit policies. Volume was off 5.3 percent to 86,800 in December.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	12 months 1989	Pct. Change vs. 1988
Germany	2,851,700	+ 1.6
Italy	2,362,400	+ 8.1
United Kingdom	2,300,900	+ 3.9
France	2,275,100	+ 2.6
Spain	1,128,600	+ 6.2
Netherlands	499,000	+ 3.2
Belgium-Luxembourg	475,600	+ 2.8
Switzerland	335,700	+ 4.4
Sweden	306,600	– 10.9
Austria	276,600	+ 9.3
Portugal	196,400	– 7.8
Finland	176,500	+ 2.1
Greece	82,600	+43.2
Denmark	78,000	– 11.3
Ireland	76,900	+26.6
Norway	55,000	– 19.0
Total	13,447,600	+ 4.0

EUROPEAN SALES

Manufacturer	12 Mos 1989	1989 share*	12 mos. 1988	Volume Change '89 vs '88
VW-Audi-Seat	2,018,200	15.0	1,939,100	+ 4.1
Fiat Auto**	1,991,300	14.8	1,884,100	+ 5.7
Peugeot S.A.***	1,704,300	12.6	1,673,800	+ 1.8
Ford	1,562,000	11.6	1,465,200	+ 6.6
General Motors****	1,501,800	11.1	1,365,800	+10.0
Renault	1,392,200	10.3	1,322,100	+ 5.3
Mercedes-Benz	434,400	3.2	443,600	– 2.1
Rover	412,100	3.1	447,200	– 7.9
Nissan	392,800	2.9	382,900	+ 2.6
BMW	377,300	2.8	355,300	+ 6.2
Toyota	343,700	2.6	351,800	– 2.3
Volvo	264,400	2.0	267,300	– 1.1
Mazda	235,700	1.8	246,700	– 4.5
Mitsubishi	164,700	1.2	159,100	+ 3.5
Honda	136,800	1.0	139,900	– 2.2
Others	545,900	4.1	517,500	+ 5.5
Total	13,477,600	100.0	12,961,400	+ 4.0

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia, Ferrari
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, GM U.S./Canada

Chrysler targets Italy, Spain, Portugal

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BRUSSELS, Belgium — Chrysler will enter the Italian, Spanish and Portuguese markets later this year as it extends sales of its North American vehicles across the Western European continent.

Chrysler's return to Europe after a 10-year absence began in 1988 in West Germany, Holland, Belgium, Switzerland and Austria. France was added this year.

"We expect to open up Chrysler in Spain and Italy for the 1991 model year," said Klaus Hadulla, director of European operations at Chrysler International Corp. "We will probably go into Portugal when we start Spain."

Hadulla said Chrysler will operate through existing distributors in the new markets. Completion of distribution arrangements is expected within the next two months. Renault currently holds Jeep distribution rights in Italy and Spain — as well as France — and will after a start-up 17,090 in 1988. Last year's totals included 18,796 Jeep Cherokees, 3,350 Jeep Wranglers, 7,792 Voyager minivans and 2,062 LeBaron convertibles. The remaining 7,000-plus units were composed of the Chrysler Saratoga, full-sized van and other vehicles.

The biggest market was West Germany, with combined Chrysler and Jeep sales of 10,828 units. In France, Renault-distributed Jeep sales totaled 7,209 and Chrysler sales came to 2,160. Sales of Jeep by Renault in Italy totaled 4,717.

Combined Chrysler-Jeep sales in Switzerland totaled 4,154 units; Belgium, 2,937; Holland, 2,281; Austria, 1,659; and 3,423 in other European and Scandinavian countries.

Hadulla declined to forecast 1990 sales in Europe but Chrysler Import Deutschland, Chrysler's German distributor, has projected sales of 13,500 this year. Chrysler Chairman Lee Iacocca has fore-

"We're happy with what we achieved in 1989," said Hadulla. "All the markets did better than we expected. Two years ago there were a lot of people in Europe belittling Chrysler. People said we wouldn't make it, but that's all gone."

The dealer count stood at 749 outlets in Europe late last year including 327 with both Chrysler and Jeep franchises, 342 with Jeep only and 80 with Chrysler only.

Except for the entrance of Chrysler in Spain and Italy, Hadulla predicted as much as 15 percent growth in the size of the retail network this year.

"There will be no big increase in the number of dealers, maybe another 15 percent this year in overall dealer numbers in countries where we already do business," he said.

Europe will get Chrysler's facelifted minivan — including the four-wheel-drive option — for the 1991 model year.

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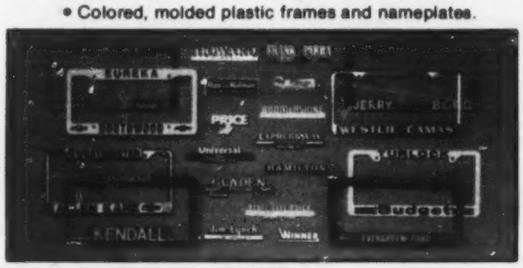

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Chrysler-Plymouth	3,037	165	Oldsmobile	3,208	165
Datsun-Nissan	1,198	105	Pontiac	3,012	165
Dodge	2,704	150	Renault	529	105
Ford	4,729	210	Subaru	845	105
Honda	999	105	Toyota	1,174	105
Isuzu	598	105	Volkswagen	845	105

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
All minivans	**$1,000**	**3.9**	**4.9**	**7.9**	**9.9**	**Jan. 31**
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ford trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Lincoln Continental, Mark VII	**$1,500**					**Mar. 31**
Mercury Topaz, Cougar, Sable	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 4.9; 4.9; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Olds Cutlass Supreme	$1,500	4.8	4.8	4.8	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.8	4.8	4.8	10.9	Feb. 2
Other Pontiac	$750 - $1,000	6.9	8.9	9.9	10.9	Feb. 2
General Motors (1990 models)						
Buick	**$200-$1,250***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet cars**	**$800-$1,500**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Olds Cutlass Supreme	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Oldsmobile	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Pontiac Grand Prix	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Pontiac	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
*—Based on option package selected						
**—Finance rates on Chevrolet Lumina are 4.9; 4.9; 4.9; 10.9.						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mitsubishi Eclipse (1990)	**$1,000**					**Jan. 31**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy ECVT	$1,000					Feb. 22
Other Justy	$500					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

TOYOTA

FROM PAGE 1

the award except to say that it disagreed with the verdict and will challenge it.

Angle charged that Toyota engaged in conduct that caused damage to his franchise; refused to deliver vehicles in reasonable quantities in a reasonable time; and imposed unreasonable standards of performance in violation of the Missouri Motor Vehicle Franchise Practices Act.

This isn't the first time Toyota has tangled with a dealer on the issue and lost. In what has been hailed as a benchmark decision, a federal jury in 1986 awarded $2 million to a Hazelwood, Mo., Toyota dealer after finding the company had violated state franchise law by delivering too few cars to the dealership.

The automaker will be in court again this week defending the turn-to-earn system. Tom Pappas Toyota, of St. Charles, Mo., and Miranda Toyota in Cranston, R.I., have sued the automaker for allegedly failing to provide a sufficient number of cars.

In North Carolina, Rice's Toyota World settled out of court recently after filing suit against Florida-based Southeast Toyota Distributors involving the turn-to-earn formula. Sources have pegged the settlement at more than $25 million.

Lyman Ostlund, marketing professor at the University of Arizona, said similar suits with other makers have been settled out of court. Nissan is engaged in such a suit in Oregon, he said.

Ostlund, who was called by Angle as a witness, says every "allocation system that works off the velocity of sales has the capacity to be self-corruptive." He is president of Tucson-based Fontana Group, dealer consultants.

"Allocation plans are needed only under conditions of shortages," he said. "It's nothing more than a rationing plan. But when a rationing plan persists longer than it is needed, then it leads to excessive power." Ostlund said that without significant policing of the system, dealers will cheat on sales reports, as will district managers so they can show better performance.

Toyota's allocation system is based on a formula instituted at a time when there was a shortage of vehicles. The number and mix of cars allocated to a dealership in a given period depend on its sales for the previous period.

But the formula also contains provisions for a pool of vehicles that can be given to dealers at the discretion of regional managers for special promotions, new franchises.

Angle filed his suit in 1987, the same year he says his Toyota dealership was sold at a loss. He had the franchise for four years.

Angle, who has been an import dealer for 27 years, began fighting with Toyota over the location of his service department. He had consolidated his Toyota service facility into one serving his Nissan facility as well. Although showrooms were separate, Toyota asked him to split up the service departments. He complied for a year, but recombined them to save $130,000.

Toyota then began dropping his allocation until he was receiving only six cars a month.

Testimony showed Toyota went back as far as eight months to find mismatches between Angle's claimed sales and his actual sales, then used discrepancies to whittle his allocation down. In the first two years he owned the franchise, Toyota adjusted his allocation five times; in the last 18 months, he had 78 sales adjustments, said Alvin Shapiro, Angle's lawyer.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Ford Motor Co. (1989 models)		
Taurus SHO	$500	Feb. 5
Ford Ranger	$250-$750, quota	Feb. 5
Bronco II	$250	Feb. 5
Ford Motor Co. (1990 models)		
Taurus SHO	**$500**	**Feb. 5**
Ford Ranger, Bronco II	**$250**	**Feb. 5**
General Motors (1989 models)		
Buick Regal	$1,500	Feb. 2
Cadillac	$500-$1,000, quota	Jan. 31
Chevrolet Corvette	$2,000-$4,000, quota	Feb. 2
Oldsmobile	$500-$2,500	Feb. 2
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
Cadillac	**$500-$1,000, quota**	**Jan. 31**
Chevrolet Geo Tracker	**$1,000**	**Feb. 2**
Oldsmobile	**$500-$1,000, quota**	**Feb. 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi trucks (1990)	**$1,000, quota**	**Jan. 31**
Nissan (1988-89 models)		
Pulsar NX	$1,000 $2,000 in Calif.	Jan. 31 Jan. 31
Pathfinder	$500	Mar. 2
Nissan (1988-90 models)		
Sentra, pickups	**Up to $1,000***	**Mar. 2**
1990 Axxess	**$1,000**	**Mar. 2**
*—Payment varies by regions.		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Toyota (1989 models)		
Cars	$400-$2,000, some based on quota	Feb. 2
Trucks	$300-$3,000	Feb. 2
Toyota (1990 models)		
Cars	**$100-$300, some based on quota**	**Feb. 2**
Trucks	**$300-$1,000**	**Feb. 2**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

Mitsubishi, Cadillac add dealer spiffs

Factory-to-dealer incentives are available on Mitsubishi trucks and all Cadillac models except Allante.

Until Jan. 31, Mitsubishi dealers who sell at least 26 percent of their quotas earn $1,000 on 1989 and 1990 Monteros, 1989 and 1990 four-wheel-drive pickups and 1989 and 1990 two-wheel-drive pickups.

Cadillac dealers earn incentives based on performance against quotas. The payments are: $500 per sale for up to 49 percent of quota; $750 for 50 to 99 percent; and $1,000 for 100 percent. The Cadillac program also ends Jan. 31.

Output rises, but it's far below 1989

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled 87,058 cars last week, 74.84 percent more than the prior week but 43.27 percent below the year-ago week as several plants remain idle to adjust inventory.

Companies split last week's estimated production as follows: General Motors, 38.76 percent; Ford Motor Co., 22.39 percent; Chrysler Motors, 10.45 percent; Honda of America Manufacturing, 8.88 percent; New United Motor Manufacturing Inc., 4.71 percent; Toyota Motor Manufacturing U.S.A., 4.94 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.94 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.73 percent; Diamond-Star Motors, 2.56 percent; and Subaru-Isuzu Automotive, 0.64 percent.

Truckmakers targeted 53,114 units for assembly last week, 62.83 percent above the prior week but 43.74 percent below the year-ago week.

GM will eliminate the second shift at its Linden, N.J., plant Feb. 26, affecting 1,600 hourly workers. Also, the plant will be idle the week of Jan. 29 because of high inventories.

GM laid off 450 workers at its Wilmington, Del., facility when it reduced the line speed Jan. 26. Beginning today, its Buick City plant in Flint, Mich., will operate on a single shift until Feb. 12.

GM's Lakewood, Ga., plant was shut down today to adjust inventory. The plant is expected to resume operations Feb. 5.

GM's Shreveport, La., plant will be closed the weeks of Feb. 5 and Feb. 12. The Lordstown, Ohio, van plant closed today and will be down until Feb. 5, and the Van Nuys, Calif., plant remains idle until Feb. 5 for model changeover.

The following GM plants were expected to reopen today after being down because of sluggish sales: Lansing, Mich., Grand Am line; Flint, Mich.; Baltimore; Pontiac West in Pontiac, Mich.; Bowling Green, Ky.; Doraville, Ga.; and the Fairfax plant in Kansas City, Kan.

Ford's Edison, N.J.; Lorain, Ohio; and St. Louis plants resumed operations today after being closed to adjust inventory.

Chrysler's Warren, Mich., plant is idle this week because of poor sales. The plant is expected to resume operations Jan. 29.

Canada trails last year, too

Last week's scheduled Canadian auto production was 13,190, 36.87 percent more than the previous week but 33.42 percent below the year-ago week.

Truckmakers targeted 14,264 units to be assembled last week, 13.90 percent more than the prior week but 33.50 percent fewer than the year-ago week.

Chrysler Motors' Bramalea, Ontario, and Brampton, Ontario, plants remain idle until Jan. 29 because of poor sales.

U.S. CAR	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Horizon	900	0	0	1,797	1,797	0
Sundance	0	2,600	1,917	3,446	3,446	6,916
Acclaim	1,600	1,394	0	1,600	1,600	3,416
Total Plymouth	2,500	3,994	1,917	6,843	6,843	10,332
LeBaron J	0	2,289	0	0	0	6,543
LeBaron GTS	0	246	0	0	0	662
N. Yorker C-Class	400	2,370	0	400	400	6,649
Fifth Avenue	500	0	0	500	500	0
Imperial	400	0	0	400	400	0
Total Chrysler	1,300	4,905	0	1,300	1,300	13,854
Omni	900	0	0	1,927	1,927	0
Daytona	0	2,276	0	0	0	6,600
Shadow	0	2,453	2,175	3,950	3,950	6,637
Dynasty	2,200	3,115	0	2,200	2,200	8,674
Lancer	0	207	0	0	0	575
Spirit	2,200	1,371	0	2,200	2,200	3,626
Total Dodge	5,300	9,422	2,175	10,277	10,277	26,112
CHRYSLER MOTORS	9,100	18,321	4,092	18,420	18,420	50,298
Escort	0	8,771	2,943	5,099	5,099	24,925
Mustang	0	4,462	0	2,973	2,973	11,923
Tempo	2,651	3,959	0	2,651	2,651	11,156
Taurus	7,361	8,582	4,218	14,993	14,993	23,735
Thunderbird	3,095	4,344	0	3,095	3,095	10,000
Total Ford Div.	13,107	30,098	7,161	28,811	28,811	81,739
Topaz	869	1,468	0	869	869	4,105
Cougar	1,350	3,110	0	1,350	1,350	8,664
Sable	1,027	2,990	1,030	2,835	2,835	8,254
Total Mercury	3,246	7,568	1,030	5,054	5,054	21,023
Continental	696	1,566	871	2,394	2,394	4,827
Mark VII	347	780	434	1,178	1,178	2,409
Town Car	2,093	2,346	2,615	7,160	7,160	7,239
Total Lincoln	3,136	4,692	3,920	10,732	10,732	14,475
Total L-M Div.	6,382	12,260	4,950	15,786	15,786	35,498
FORD MOTOR CO.	19,489	42,358	12,111	44,597	44,597	117,237
Skyhawk	0	331	0	0	0	1,536
Skylark/Somerset	1,380	839	0	1,380	1,380	1,127
Century	1,500	3,399	0	1,500	1,500	9,411
Riviera	407	657	0	407	407	1,728
Electra	1,704	2,002	2,100	3,804	3,804	4,804
LeSabre (fwd)	3,112	0	0	3,112	3,112	0
LeSabre (rwd)	60	172	105	339	339	526
Reatta	159	277	189	348	348	769
Total Buick	8,322	7,677	2,394	10,890	10,890	19,901
Eldorado	448	766	0	448	448	2,031
Seville	504	590	0	504	504	1,535
Brougham (rwd)	744	1,080	0	744	744	3,165
DeVille (fwd)	2,876	4,430	0	2,876	2,876	11,567
Allante	60	75	75	195	195	210
Total Cadillac	4,632	6,941	75	4,767	4,767	18,508
Cavalier	3,801	8,567	0	3,801	3,801	24,897
Camaro	0	2,420	0	0	0	7,062
Celebrity	0	4,555	0	0	0	12,716
Corsica/Beretta	4,780	9,038	0	4,780	4,780	24,449
Caprice	2,436	3,269	1,404	4,886	4,886	9,558
Corvette	0	520	0	0	0	1,330
Total Chevrolet	11,017	28,369	1,404	13,467	13,467	80,012
Calais	1,500	1,429	0	1,500	1,500	1,927
Cutlass Ciera	1,668	1,661	0	1,668	1,668	4,686
Cutlass Supreme	0	3,623	0	0	0	7,211
Toronado	433	314	0	433	433	867
88 (fwd)	1,989	3,997	1,531	3,520	3,520	10,022
88 (rwd)	96	226	0	96	96	714
98	1,024	2,162	0	1,024	1,024	5,257
Total Oldsmobile	6,710	13,412	1,531	8,241	8,241	30,684
Sunbird	650	2,149	0	650	650	6,679
Grand Am	0	4,819	0	0	0	13,486
Firebird	0	1,566	0	0	0	4,459
Grand Prix	0	4,000	0	0	0	8,080
Pontiac 6000	1,192	2,194	0	1,192	1,192	6,115
Bonneville	1,226	2,357	1,370	2,596	2,596	5,121
Safari/Parisienne	0	52	0	0	0	294
Total Pontiac	3,068	17,137	1,370	4,438	4,438	44,214
GENERAL MOTORS	33,749	73,536	6,774	41,803	41,803	193,319
DIAMOND-STAR	2,225	549	2,458	6,634	6,634	1,536
HONDA	7,730	7,607	8,562	22,249	22,249	20,738
Civic	1,920	2,593	2,059	8,499	8,499	6,925
Accord	5,810	5,014	6,503	13,750	13,750	13,813
MAZDA†	3,426	5,004	4,343	10,978	10,978	13,210
NISSAN	2,380	2,367	2,346	6,311	6,311	6,673
NUMMI	4,100	3,730	4,225	11,180	11,180	9,321
Corolla	2,100	1,574	2,128	5,578	5,578	4,624
Geo Prizm/Nova	2,000	2,156	2,097	5,602	5,602	4,697
SUBARU-ISUZU*	560	0	560	1,680	1,680	0
TOYOTA	4,299	0	4,323	12,004	12,004	0
Total Cars, U.S.	87,056	153,472	49,794	175,856	175,856	412,332
Total Cars, Canada	13,190	19,811	9,637	26,873	26,873	51,268
U.S., Canada Cars	100,248	173,283	59,431	202,729	202,729	463,600
U.S., Canada Cars and Trucks	167,626	289,150	104,573	362,323	362,323	768,984

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Monaco	0	0	1,064	1,894	1,894	0
Premier	0	1,291	211	401	401	2,572
CHRYSLER MOTORS	0	1,291	1,275	2,295	2,295	2,572
Tempo	3,552	4,515	0	3,552	3,552	11,457
Topaz	1,248	1,170	0	1,248	1,248	3,938
Crown Victoria	1,870	2,953	2,136	4,006	4,006	7,930
Grand Marquis	2,930	2,910	2,550	5,480	5,480	7,802
FORD MOTOR CO.	9,600	11,548	4,686	14,286	14,286	31,127
Celebrity	0	199	0	0	0	567
Cutlass Ciera	0	3,820	0	0	0	10,765
Lumina	0	123	0	0	0	200
Regal	0	1,140	0	0	0	1,376
GENERAL MOTORS	0	5,282	0	0	0	12,908
HONDA	2,100	1,510	2,138	5,990	5,990	4,176
HYUNDAI*	310	0	310	930	930	0
TOYOTA	1,000	0	1,048	2,868	2,868	0
VOLVO	180	180	180	504	504	485
Total Cars, Canada	13,190	19,811	9,637	26,873	26,873	51,268

U.S. TRUCK	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Caravan	1,500	2,078	1,938	5,631	5,631	6,560
Dakota	1,400	2,305	1,734	3,134	3,134	5,784
Caravan C/V	50	186	123	315	315	541
Ram pickups	1,700	2,301	1,886	3,586	3,586	5,784
Total Dodge	4,650	6,870	5,681	12,666	12,666	18,669
Cherokee	3,500	4,718	0	3,500	3,500	10,089
Comanche	150	766	0	150	150	1,717
Grand Wagoneer	200	350	0	200	200	915
Wagoneer	50	216	0	50	50	464
Total Jeep	3,900	6,050	0	3,900	3,900	13,165
Voyager	1,300	1,966	2,122	5,344	5,344	6,207
Town & Country	50	0	67	180	180	0
Total C-P Div.	1,350	1,966	2,189	5,524	5,524	6,207
CHRYSLER MOTORS	9,900	14,886	7,870	22,090	22,090	38,041
Aerostar	0	4,751	0	3,200	3,200	13,725
Bronco	939	2,148	1,060	1,999	1,999	5,666
Bronco II	2,110	2,819	0	4,322	4,322	7,583
Econoline	3,356	5,176	0	6,541	6,541	14,308
Mediums/Heavies	815	1,315	1,300	3,145	3,145	3,654
Light trucks	7,533	11,822	4,783	17,132	17,132	31,778
Ranger	4,760	7,320	0	7,956	7,956	19,618
Total Ford Div.	19,513	35,351	7,143	44,295	44,295	96,332
FORD MOTOR CO.	19,513	35,351	7,143	44,295	44,295	96,332
Astro	0	3,487	0	0	0	9,586
Blazer	0	806	0	0	0	1,894
Lumina APV	1,184	0	1,539	3,700	3,700	0
Mediums/Heavies	206	0	341	775	775	0
P-Model	374	868	0	374	374	693
Pickups	5,134	10,639	163	5,446	5,446	24,954
S-10	3,003	6,212	3,908	9,601	9,601	16,762
S-10 Blazer	97	3,763	0	97	97	10,636
Sportsvan/Van	0	1,872	0	0	0	3,290
Suburban	0	1,573	0	0	0	4,478
Total Chevrolet	9,998	29,120	5,951	19,993	19,993	72,093
Jimmy	0	177	0	0	0	474
Mediums/Heavies	338	0	280	803	803	0
P-Model	36	44	0	36	36	297
Pickups	2,735	3,302	75	2,852	2,852	8,595
S-15	659	1,088	869	2,743	2,743	3,854
S-15 Jimmy	29	906	0	29	29	3,112
Safari	0	888	0	0	0	2,485
Suburban	0	674	0	0	0	2,111
Vandura/Rally Vans	0	642	0	0	0	1,057
Total GMC	3,797	7,721	1,224	6,463	6,463	21,985
Olds Silhouette	484	0	576	1,489	1,489	0
Pontiac Trans Sport	1,044	0	1,190	3,207	3,207	0
GENERAL MOTORS	15,323	36,841	8,941	31,152	31,152	94,078
NAVISTAR	1,308	1,771	1,641	3,854	3,854	4,349
NISSAN	3,060	2,817	3,014	8,142	8,142	7,868
SUBARU-ISUZU*	560	0	560	1,680	1,680	0
AM GENERAL*	450	450	450	1,350	1,350	1,260
MISCELLANEOUS*	3,000	2,300	3,000	9,000	9,000	6,440
Total Trucks, U.S.	53,114	94,416	32,619	121,563	121,563	248,368

CANADIAN TRUCK	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Caravan	3,234	3,339	3,756	10,061	10,061	9,235
Caravan C/V	204	204	242	617	617	588
Ram Wagon	0	682	0	0	0	1,926
Ram Van	0	1,768	0	0	0	4,836
Total Dodge	3,438	5,993	3,998	10,678	10,678	16,585
Voyager	2,706	2,694	3,311	7,905	7,905	7,558
Total Plymouth	2,706	2,694	3,311	7,905	7,905	7,558
Wrangler	0	1,304	0	0	0	2,952
Total Jeep	0	1,304	0	0	0	2,952
CHRYSLER MOTORS	6,144	9,991	7,309	18,583	18,583	27,095
FORD MTR. (lt. trks.)	3,040	3,522	0	5,298	5,298	9,871
Light trucks	3,380	3,960	3,892	9,998	9,998	9,420
Vans	0	1,462	0	2	2	4,137
Total Chevrolet	3,380	5,422	3,892	10,000	10,000	13,557
Light trucks	1,500	1,622	1,121	3,592	3,592	4,040
Vans	0	619	0	1	1	1,698
Total GMC	1,500	2,241	1,121	3,593	3,593	5,738
GENERAL MOTORS	4,880	7,863	5,013	13,593	13,593	19,295
NAVISTAR	200	275	201	557	557	755
Total Trks., Canada	14,264	21,451	12,523	38,031	38,031	57,016
U.S., Canada Trks.	67,378	115,867	45,142	159,594	159,594	305,384

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.